A mobile app case study.
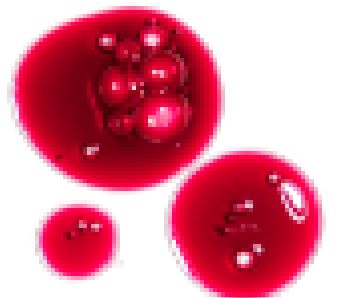
;-)

User Experience Design I INM300SAA

100844216

Safra Ducreay

Hi, I'm Safra ;-)

And I have a confession:.

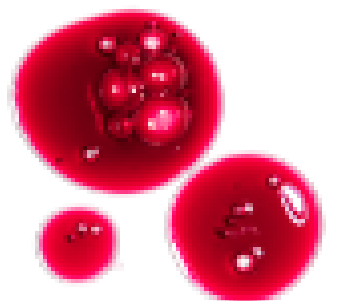I came into this project with a bias.

I worked at DECIEM as their in-house copywriter for well over a year. This one-up had me thinking the assigned UX/UI case study would be a walk in the park.

I was wrong.

:-(
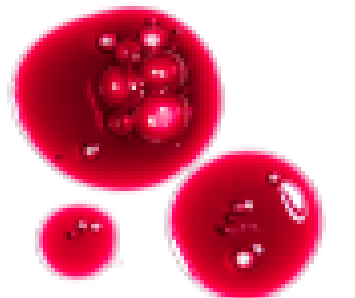
The short "O" history lesson.

The Ordinary, founded in 2016 by the late Brandon Trauxe, is anything but ordinary. While it presents a beautiful, minimalist interface on the surface, closer inspection reveals a chaotic, hot mess infrastructure. Hence why its Canadian parent company, DECIEM Inc., is (probably) called Abnormal Beauty.

The problem.

I did an online audit to understand The Ordinary's digital landscape. I also audited its competitors to know why the brand didn't have a mobile app. Mobile apps are not part of the playbook. However, an interesting article from the industry platform Glossy.co quoted that brands choose to move away from standalone apps due to the high expenses and resources needed to maintain them.
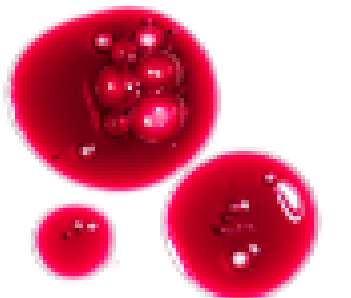
The challenge.

The Ordinary is on a steady path to owning the global beauty space, yet they need an app. They have millions of followers on social media, global stores, and a solid email list. Launching the app is one thing, but setting up the app to gain traction and create a seamless user experience is another beast. However, the key is to keep it simple. Following that mindset would make the process easier; that's what I thought.
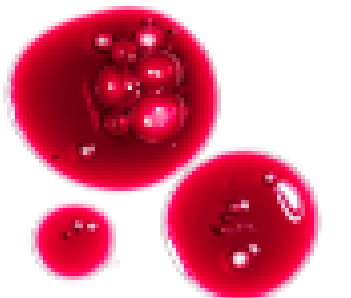
The solution.

Simple. The Ordinary already has a tool called the Skincare Regimen Builder. Since I was part of remodelling the text that experience, why not repurpose it for a mobile app? The tagline for the tool is "Recommendations in 4 minutes." Surely, it would be a shoo-in for the app! Additionally, their target audience, Generation Z "Digital Natives," make up almost 40% of global mobile app users.

01. Hi :-)
Welcome to our Regimen Builder. What's your name?

01.

Enter your name

08.

This will take 4 minutes.

The Deliverables

Team: Self-directed with guidance from Professor and peers.

Duration: 30 hours.

Tools: Adobe Photoshop, Miro, and Figma.

VIEW PROTOTYPE

Discovery: Market Research.

- Brands are focusing more on augmented reality (colour matching, underline evidence-based skincare advice)
- Brands focusing on in-store experiences, choosing to position their websites for a mobile experience
- Multibrand retailers instead are focusing on mobile apps whereas brands want to offer more innovative experiences
- The cosmetic industry is set to be worth 571.1 billion USD in 2023
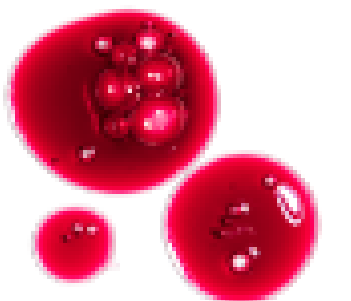
Discovery: Competitor Analysis.

The Ordinary.
- Presence across all major social media platforms
- eCommerce function
- Does not have a mobile app
- 365-day return policy
- Has a Skincare regimen builder

THE INKEY LIST™
- Presence across all major social media platforms
- eCommerce function
- Does not have a mobile app
- 24-7 customer support
- Has a recipe builder

REVOLUTION SKINCARE LONDON
- Presence across all major social media platforms
- eCommerce function
- Does not have a mobile app
- 24-7 live chat
- No UX quiz

COSRX
- Across all major social media platforms
- eCommerce function
- Does not have a mobile app
- Rewards Program
- No UX quiz

LA ROCHE-POSAY
- Environmental policies
- Recycling
- Consumption trends
- Production processes
- Natural risks
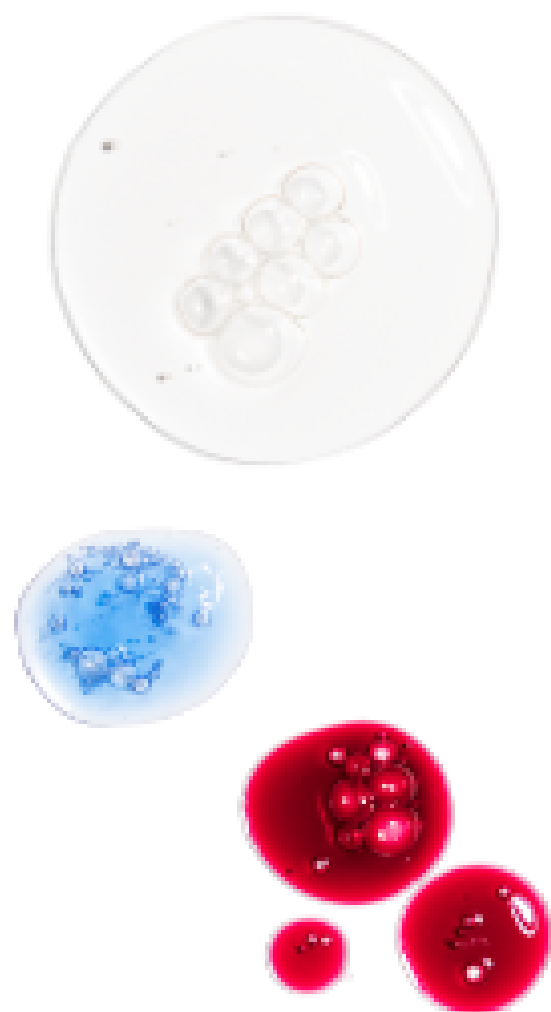
Discovery: Competitor Analysis.

Despite the lack of mobile app presence, it's clear that each brand is targeting Generation Z. Compared to its counterparts, The Ordinary is also the most thorough, and uses heavily scientific language to describe its product.

- See <u>full research</u>.
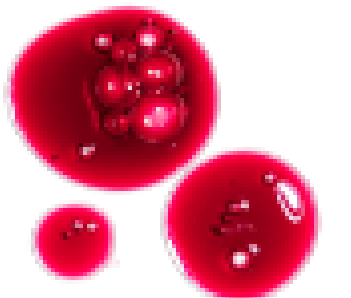
Discovery: User research.

Still undeterred, I plugged ahead with conducting user interviews to better understand what The Ordinary would need to know in order to give its user an engaging app experience. I spoke two two participants, both women of colour however, they were both at completely oppsite ends of their lives. While they were both students, one was a 19-year-old university student living with her parents, the other was a 35-year-old single mother of five returning to community college.
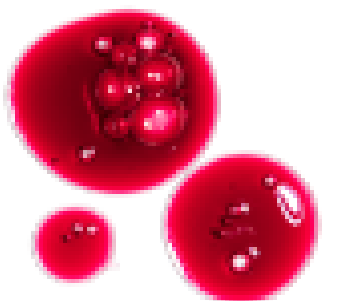
Discovery: Common thread.

The findings from the user interviews revealed a common thread, which was:

- Reluctant to buy skincare products online
- Prefer department store brands
- Price conscious; do not spend alot on name brand products
- Prefer to go instore for an experience

Discovery: Empathy Map (Sara)

Empathy Map Canvas

Designed for: **The Ordinary**   Designed by: **Safra D**   Date: **2023-03-27**   Version: **1**

GOAL

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

- Teen who has acne-prone skin
- The person who doesn't know how to take care of their skin properly
- Person who can't afford dematologist products and needs something affordable
- Person who can't afford dematologist products and needs something affordable

2 WHAT do they need to do?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they are successful?

- Offer an easy to understand skincare education library
- Success would be retaining long-term customers who are loyal to the brand because the products work for their skin type.
- Hire and train skincare technicians who are properly qualified to give advice and solutions
- The Ordinary needs to create content that is friendly and approachable; less technical
- Success would be that they've created a highly engaged audience that feel empowered when using The Ordinary's products
- "I want to feel like The Ordinary understands me. I'm not just another sale."

3 What do SEE?
What do they see in the market place?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

- Competitors have online magazines "Into the Gloss"
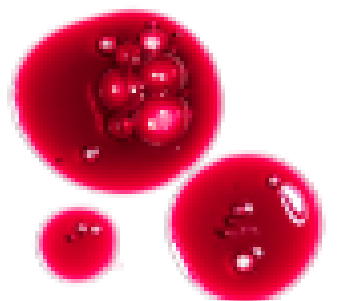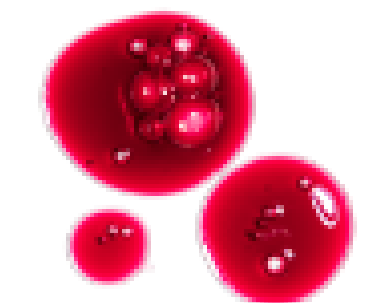- Competitors are entering in the "Beautyverse"
- Korean skincare brands are so much more effective
- Beauty is self-care
- Other brands are offering more multi-hybrid formulas

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

- What if I get an allergic reaction?
- I'm allergic to alcohol, what if they have that ingredient in their products?
- I've tried everything, and I feel like nothing works for me. Will I ever have clear skin?

GAINS
What are their wants, needs, hopes and dreams?

- No cap, I want skin like Kylie Jenner
- I want to try every single product from The Ordinary
- I'd love to become a beauty influencer so I can get free stuff from THe Ordinary

What other thoughts and feelings might motivate their behaviours?

- They love going into the stores because staff are so friendly
- The Ordinary is very responsive on Instagram. The customer once commented on their post and they responded
- The Ordinary is a failsafe brand, you can't really go wrong

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

- "Great brand"
- "The Ordinary is so affordable"
- "The products don't work"
- "They're a fad brand"
- "The Inkey List is so much better"
- "They always like to do think an abnormal way"
- "The Ordinary uses chemicals in their products"

4 What do SAY?
What have we heard them say?
What can we all imagine them saying?

- "I want a brand that actually works for my dark/black skin"
- "I have too many options!"
- " I do like that The Ordinary has products for every skin type"
- "I'm going vegan. I want to use more clean beauty brands"
- "My skin is very sensitive, I need something gentle"

5 What do they DO?
What do they do today?
What behaviour have we observed?
What can we imagine them doing?

- Ordered online from SEPHORA
- Tried the latest TikTok craze i.e., put Glycolic Acid on their scalp
- Look at videos from their favourite skincare YouTubers
- Look at TikTok videos
- Did a juice fast
- Did at home Yoga for beginners

Discovery: Empathy Map (Savannah)

Empathy Map Canvas

Designed for: **The Ordinary**   Designed by: **Safra D**   Date: **2023-03-27**   Version: **1**

GOAL

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

- Busy mom who doesn't have time
- Has been through it all and now just wants something tried and true
- Person who can't afford dematologist products and needs something affordable
- Person who can't afford dematologist products and needs something affordable

2 WHAT do they need to do?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they are successfull?

- Offer an easy to understand skincare education library
- Success would be retaining long-term customers who are loyal to the brand because the products work for their skin type.
- Hire and train skincare technicians who are properly qualfied to give advice and solutions
- The Ordinary needs to create content that is friendly and approachable; less technical
- Success would be that they've created a highly engaged audience that feel empowered when using The Ordinary's products
- "I want to feel like The Ordinary understands me. I'm not just another sale."

3 What do SEE?
What do they see in the market place?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

- Brands that don't have toxic chemicals
- Brands that specialize in black skin
- The need to support black owned brands
- Brands that are all natural
- Beautiful minority-owned brands that deserve support

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

- I don't feel safe shopping online
- I want to speak to someone in person
- I don't trust online

GAINS
What are their wants, needs, hopes and dreams?

- I just want to stay looking good
- I want a regimen I can stick to
- I want to be able to get things easily

What other thoughts and feelings might motivate their behaviours?

- They love going into the storeis because staff are so friendly
- Not really a fan of online shopping
- Want affordable solutions

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

- "Cute"
- "affordable"
- "The products are ok"
- "It's basic"
- "I've never heard of it"
- "It's for young people"
- "It's very trendy"

4 What do SAY?
What have we heard them say?
What can we all imagine them saying?

- "I want a brand that actually works for my dark/black skin"
- "I'm not that phased by The Ordinary"
- I do like that The Ordinary has products for every skin type
- "I just want products that get the job done."
- "I need something that will keep my skin looking young"

5 What do they DO?
What do they do today?
What behaviour have we observed?
What can we imagine them doing?

- Took the kids to school
- Called mom
- Did laundry
- Got dinner ready
- Caught upon overdue assignments
- Took a nap

User persona: Savannah, 34, single mother of five.

Goals

- I want products that work on black skin

Needs

- I need quality products that willl last for a while

Motivations

- Personal care is very important to me

Frustrations

- I don't have as much time to practice as much self-care as I would like

User persona: Sara, 19, uni student, lives at home.

Goals

- I want to try new, modern beauty products

Needs

- I need beauty products that make me feel confident

Motivations

- I'm thinking of becoming a beauty influencer, so I want products I can promote

Frustrations

- I don't have the money to buy a lot of stuff

User research: Key takeaways.

The main needs that stood out from user research were:

- People need reassurance that their needs will be met
- People need to feel safe throughout their buying journey
- People need to feel heard and seen
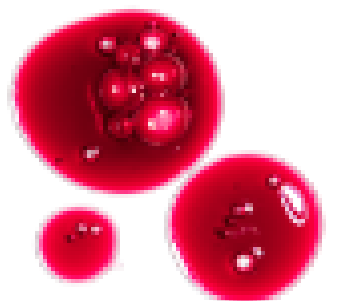
User journey map: Empathy on tap.

	USER INFO	OBJECTIVE
	Sarah, 19, student, acne-prone skin	Help user build a skincare routine using The Ordinary's new mobile app

	AWARENESS	CONSIDERATION	DECISION	EVALUATION	PURCHASE	ADOPTION	RETENTION	ADVOCACY
GOALS	Look through beauty brand apps on the app store	Read reviews of the app from other users	Download the app	Take quiz, get app recommentations	Buy some or all of product recommendations	Try the products for 4 weeks	Leave a review about the app and products	Sign up for newsletter, follow on social media and buy more products
TOUCH POINTS	YouTube video, google search	Influencer reviews, articles	Ease to load the app, launch app, sign up	Types of questions asked, how easy the quiz was	Check out, cart	Testing period, fellow reviews	Results of the prodcct	Five start review on IOS/Android
EMOTIONS	Eagerness	Curious	Optimistic	Confused	Relieved	Excited	Confident	Satisfied
LEVEL OF SATISFACTION	Neutral	Neutral	Neutral	Moderate	High	Neutral	Highest	High
QUESTIONS OR COMMENTS	"I can't wait to try this product!"	"Hmm, I wonder if The Ordinary is right for me."	"I'm quite excited about this."	"I never really thought about the questions they asked me before."	"I'm feeling really good about this. Everything seems spot-on so far."	"Four weeks? That's a long time. I guess we'll have to see."	"I've been getting so much compliments on my skin!"	"I'm so glad it worked. I'm adding this product to my skincare routine for sure.
PAIN POINTS	App wasn't ready yet. Had to join a waitlist.	I'm part of the beta group. There are so many glitches in this app.	"The app just crashed on me."	There are so many spelling mistakes in the questions. They don't make any sense.	I need some help. Their online chat team is closed now.	The app keeps crashing when I try to check out.	The product I want is not even offered in my region.	The product was leaking. It came damaged in the mail.
IMPROVEMENTS/ OPPORTUNITIES	Allocate budget for paid media ads so the product has more visibility. No waitling list.	Have a dedicated social media CS team to address concerns on IOS/Android comments	Go through a series of testing to ensure the app doesn't crash during browsing	Push notifications to remind customer the products are still in their cart	Guest checkout option. Save payment details	24-7 Chat customer serivce on hand to answer questions	Customer survey sent by email newsletter	User Generated content campaign #theordinaryskincare on IG for regrams

Rethinking the problem.

 I started to think "How might we create an app that address their pain points in a holistic way?

From the user's point of view, their biggest concern is building brand trust. They don't just want to use an app for the sake of it, they want it to solve a problem.

My design-thinking was making the quiz the core component of the app would make the user feel their needs were at the forefront.
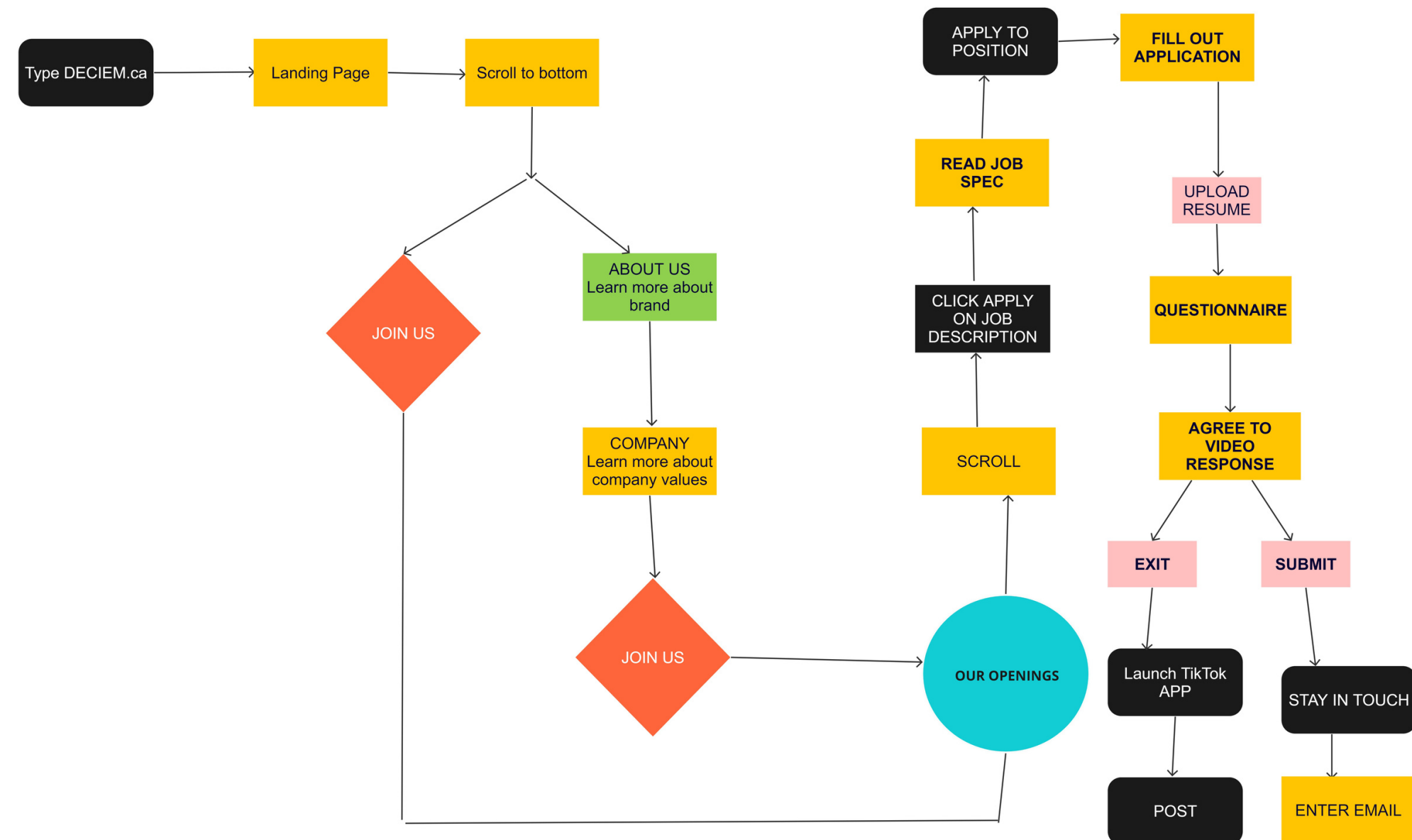
The strategy.

Business goals

- Stay ahead of competition

- Improve user retenttion

Maintain an intuitive UI that users can enjoy and is different from the ecommerce site.

User goals

- To learn more about The Ordinary

- To find affordable beauty products
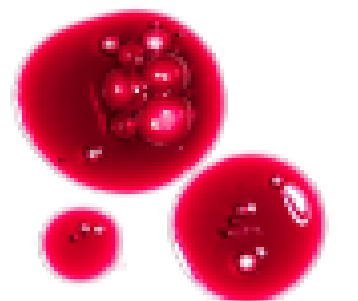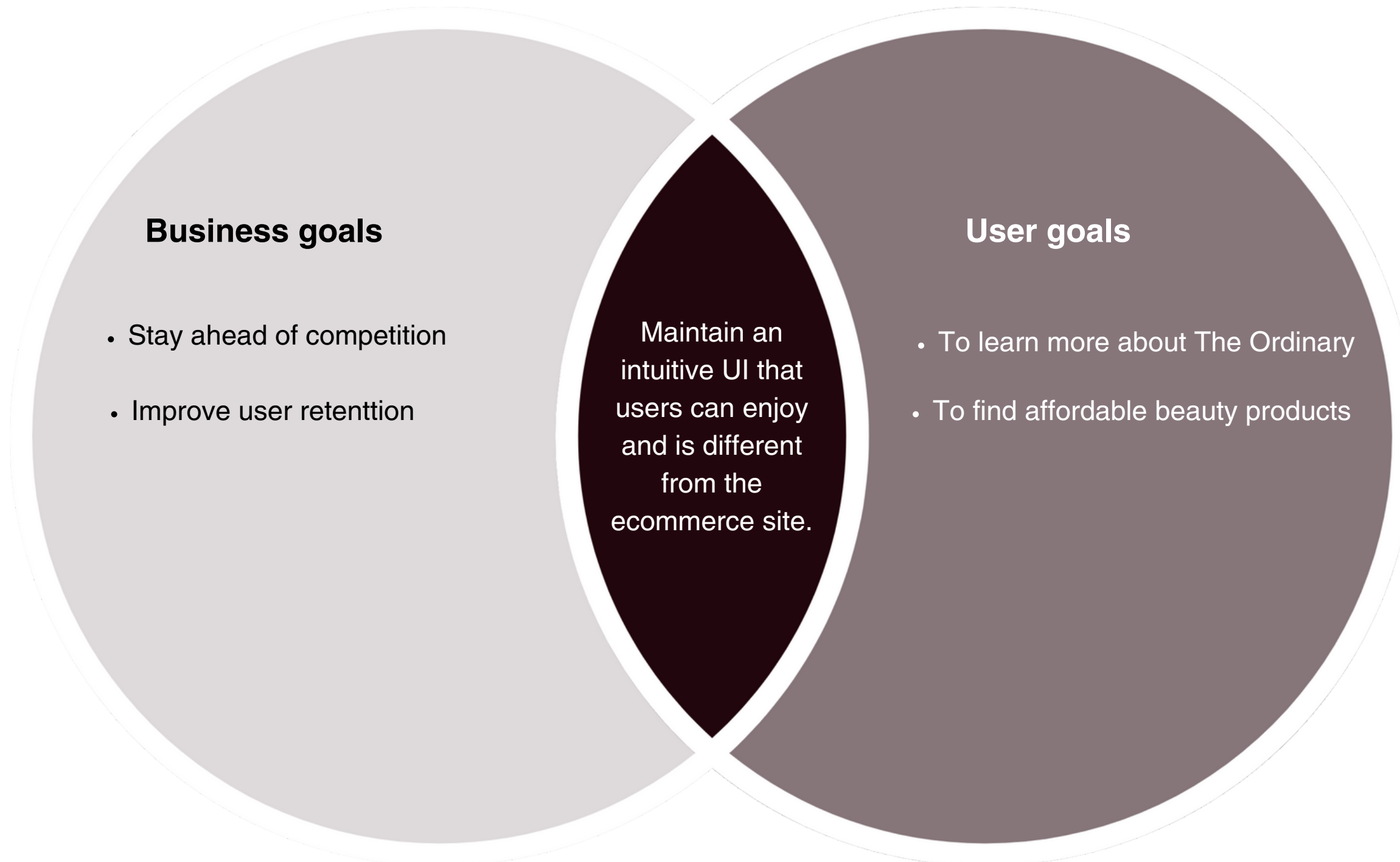
The strategy: User flow.

At one point, I had considered changing the direction of the app to be focused on job applications. The problme is that this would have to meet a need for candidates. I ran a test of the application process on the career section of their site, and it's already straight forward. Additionally, I can say from personal experience that I was contacted by their recruiter through LinkedIn.

My persona is a young 20-something girl who is fresh out of college and is looking for a job as a Graphic Designer.

The strategy: Task flow.

I went back to the idea of focusing on the user and what they neeeded at hand. The Ordinary user is looking for a relaible product rather than an experience.

I also tapped into how I personally learned about the brand prior to working for them, which through YouTube influencers. They work with intelligent accessible talent who educate viewers about the brand and their skin in the process.
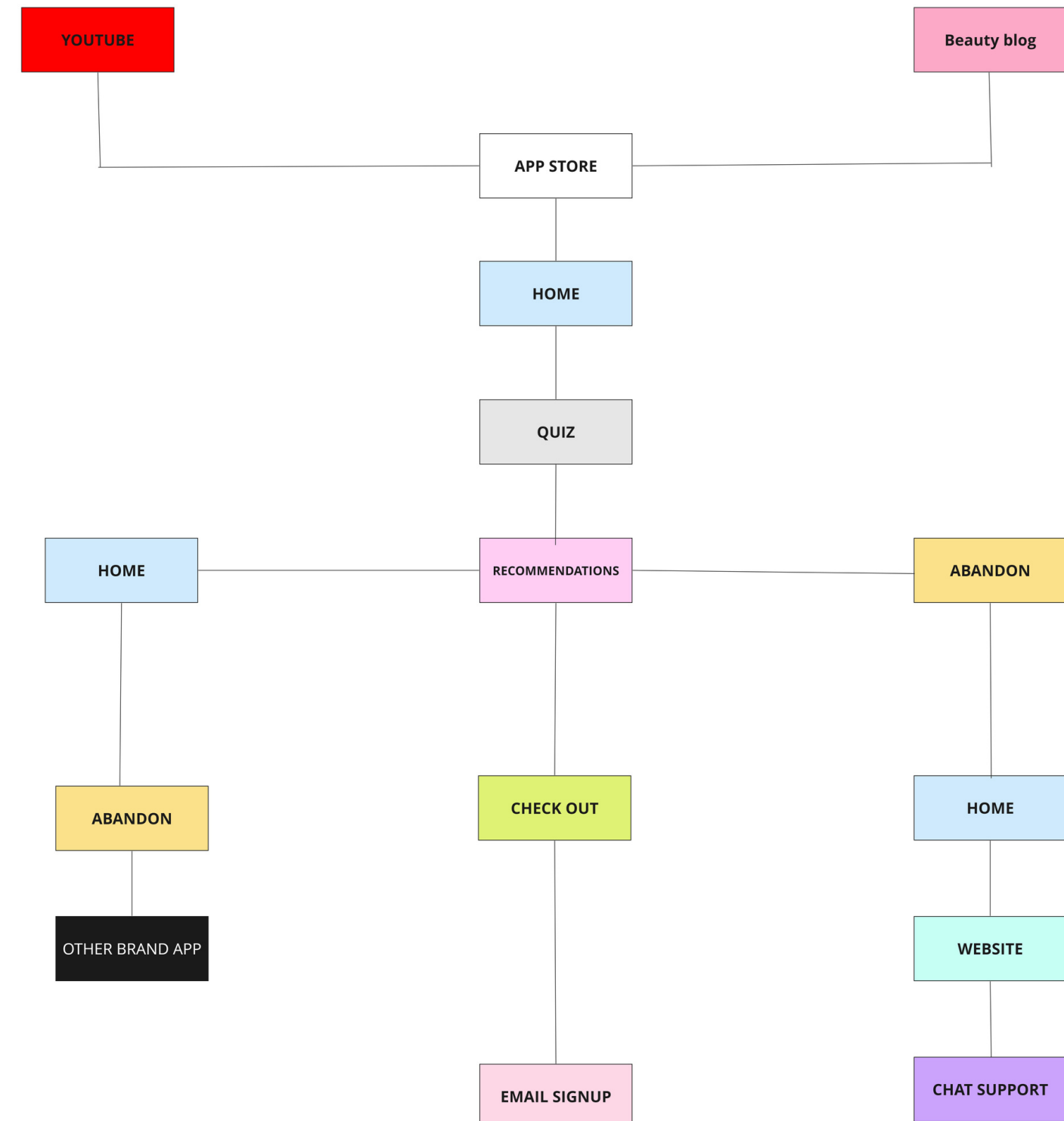
The strategy: Site map.

I used a site mapping generating tool to see The Ordinary's current information architecture. Their sitemap is not as clean as I had expected. The mobile app sitemap is a best use case but after moving to the wireframe process, it was evident that the flow would not be as straightforward as I had anticipated.
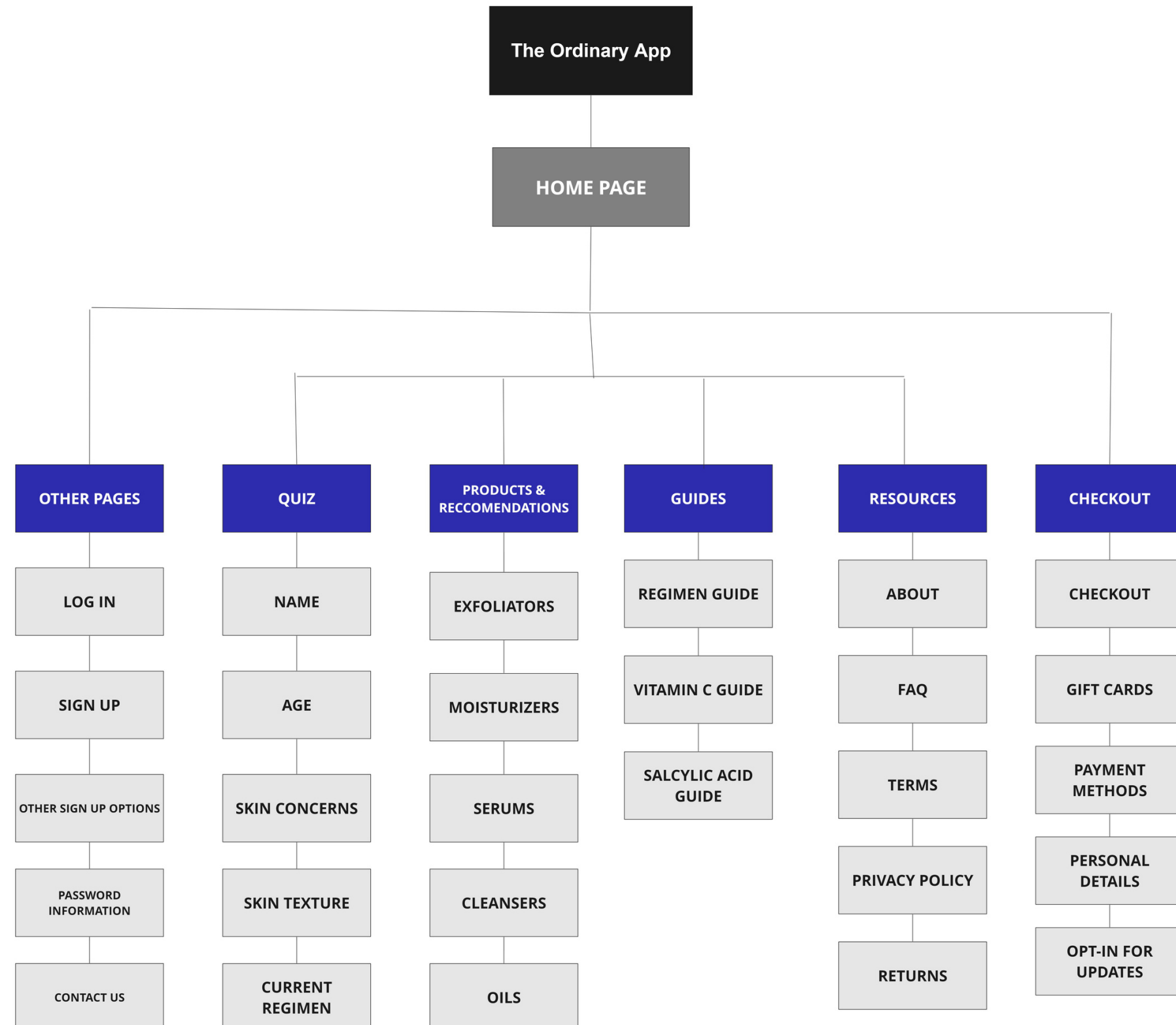
The strategy: Sketches.

Gathering ideas of what an ideal
skincare app for The Ordinary would
look like prior to doing my indepth
industry research.

The strategy: A/B Testing.

Before going digital, I sketched out what the necessary screens would be needed to fullfill tasks of the user flow. I wanted the quiz to be as straightforward as possible to the user.
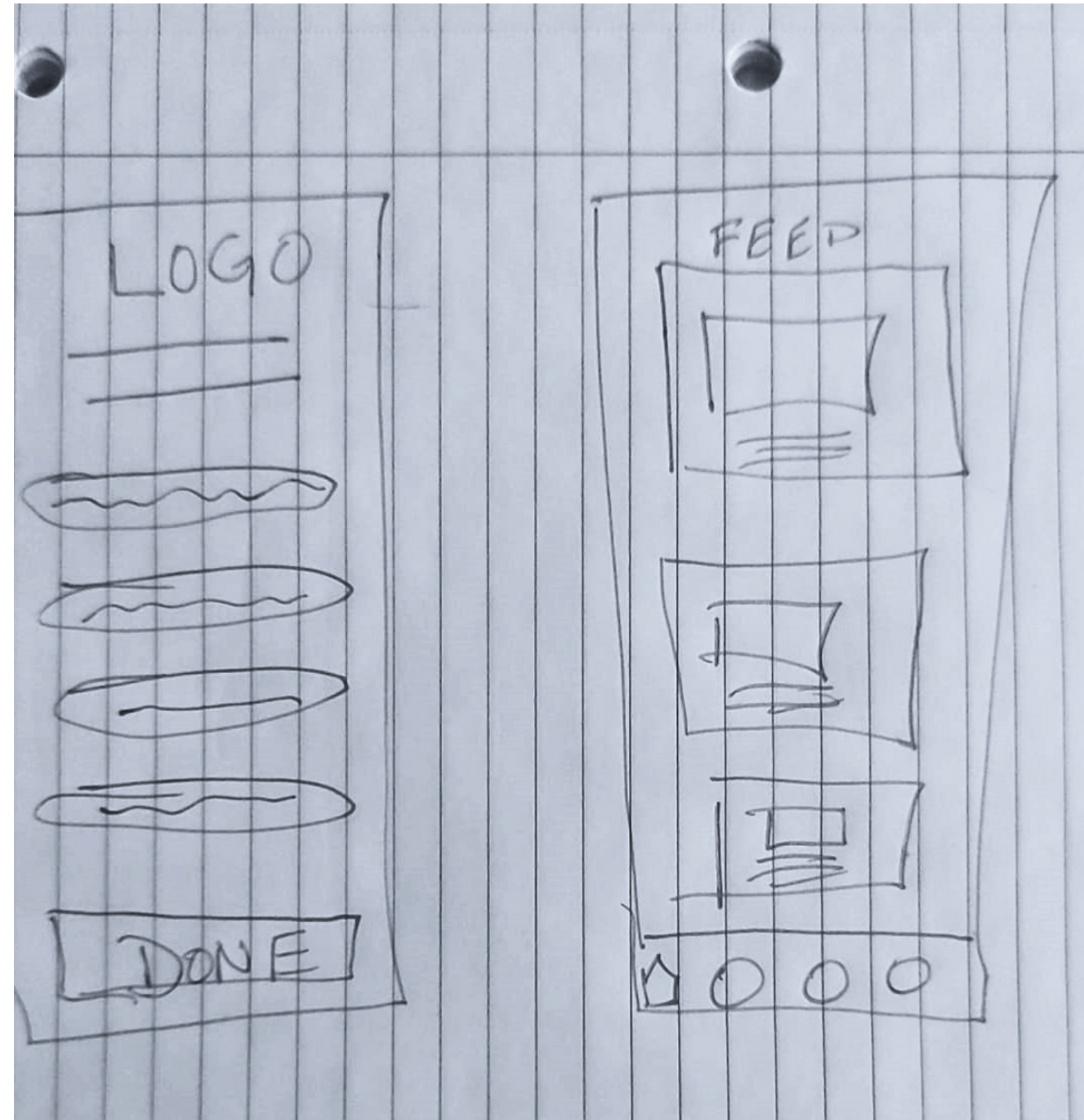
The strategy: Low fidelity wireframes.
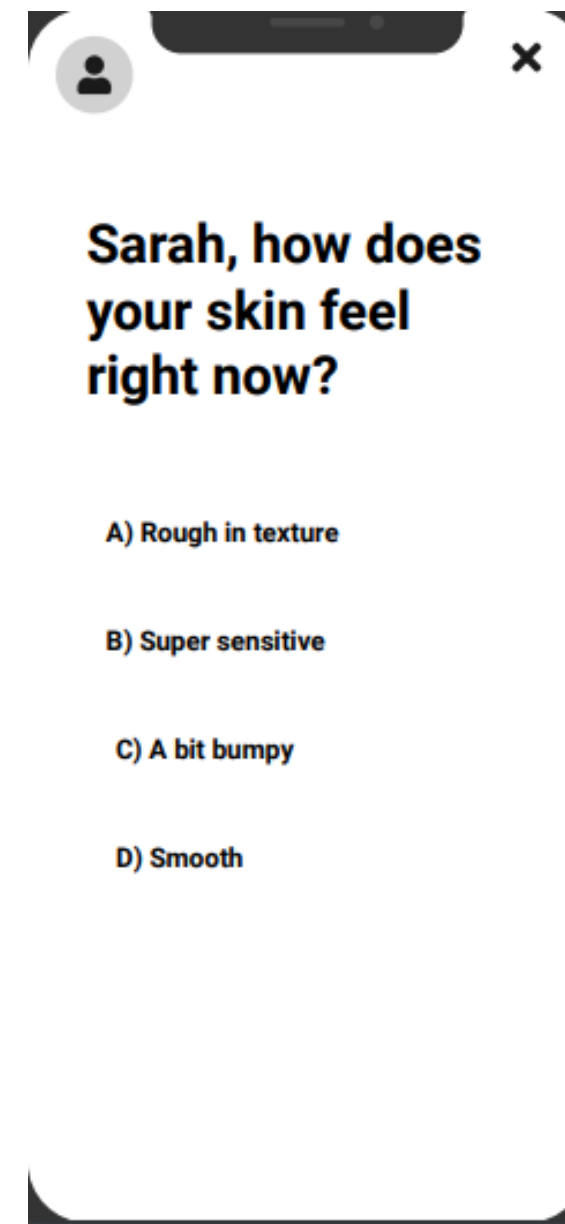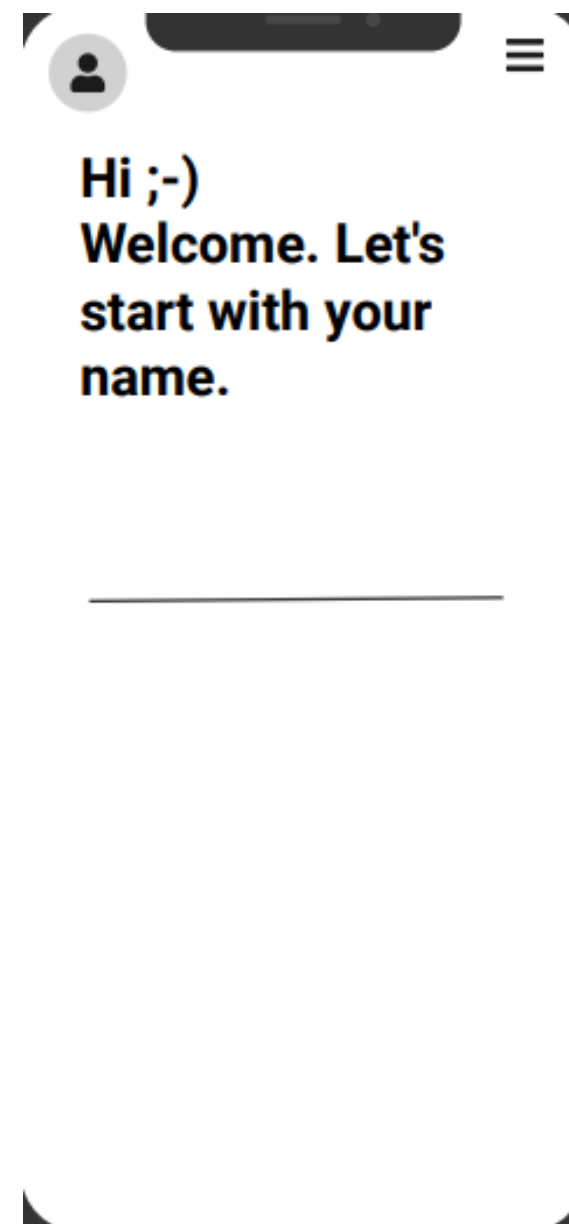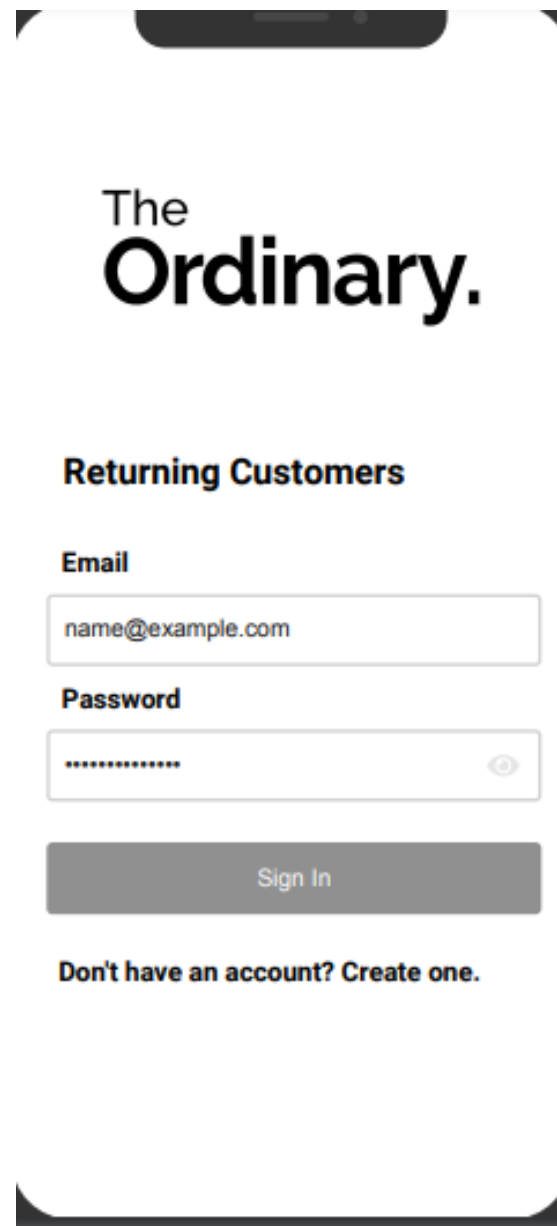
The strategy: UX writing.

Designing the quiz required several iterations. The Ordinary's Regimen Builder tool is tedious and is filled with a lot of text compared to The Inkley List's Recipe Builder tool and Sephora's skincare quiz (Sephora actually has several quizzes. The copy on the current quiz would not work for a mobile experience, which resulted in me having to go back to the drawing board to brainstorm. In the real world, this quiz would have had to go through several teams before approval, including the Science Communications Team, which is the toughest team to get past.

01. To begin, do you have any skin concerns you'd like to address?

A Yes

B No

C I'm not sure

Back   OK

02 Great! Tap on three skin concerns to get started.

A Dryness   B Dullness

C Rough skin   D Fine lines

E Acne-prone   F Skin health
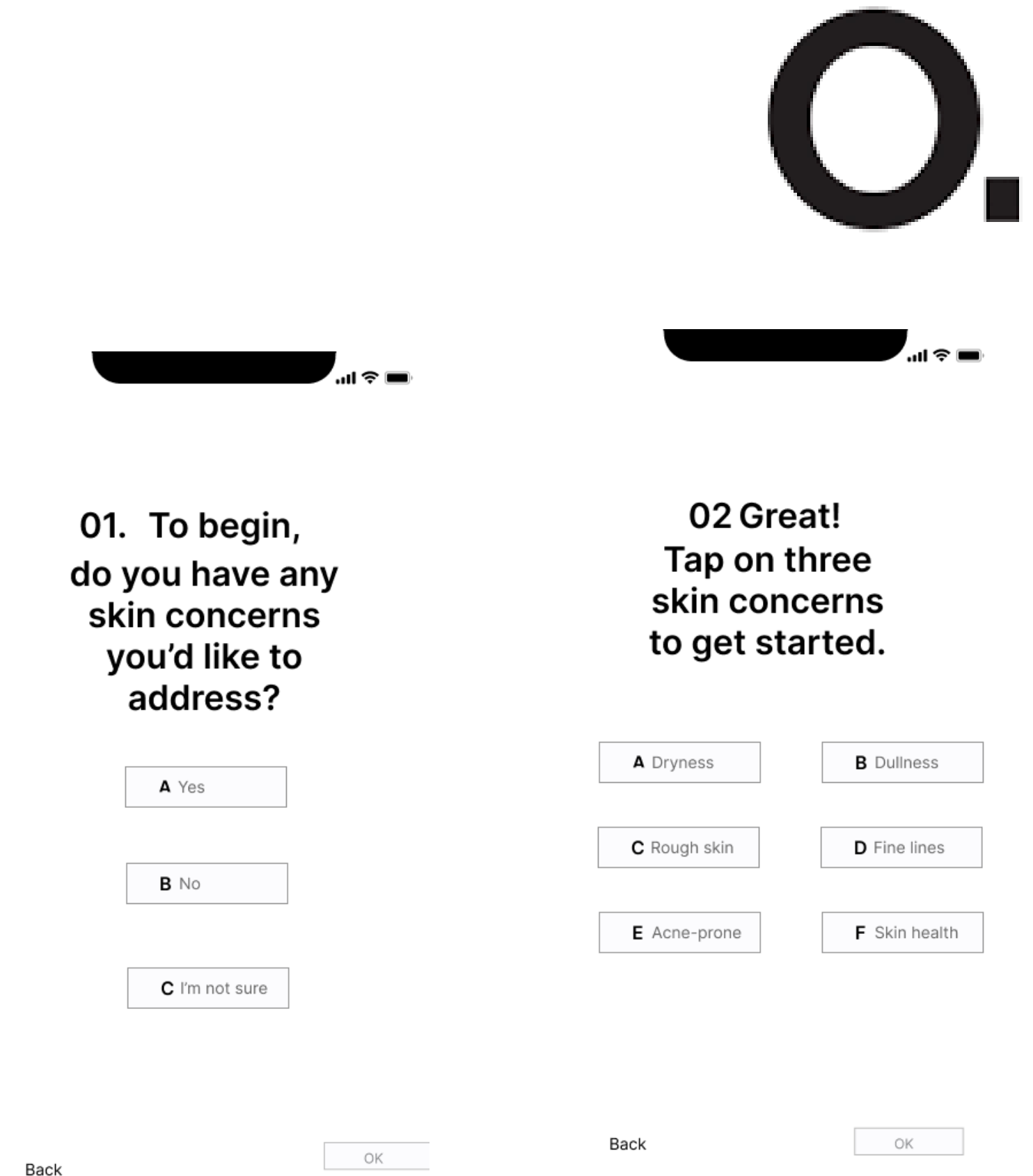
Back   OK

The strategy: High Fidelity Wireframes

01. To begin, do you have any skin concerns you'd like to address?

A Yes

B No

C I'm not sure

Back   OK

02 Great! Tap on three skin concerns to get started.

A Dryness   B Dullness

C Rough skin   D Fine lines

E Acne-prone   F Skin health

Back   OK

06. Almost done! Please let us know your age range.

A Under 18   B 19 - 29

C 30-39   D 40-49

E 50 and up   F No answer

Back   Finish

Free shipping on orders over 25 CAD

The Ordinary.   Your A.M. and P.M. Regimen Results

Squalane Cleanser
150 ml | 50 ml
21.70 CAD
★★★★★
Targets   Cleansing
Suited to   All Skin Types

"Buffet" Copper Peptides 1%
60 ml | 30 ml
36.00 CAD
★★★★★
Targets   Crow's Feet
Suited to   All Skin Types

Hyaluronic Acid 2% + B5
60 ml | 30 ml
36.90 CAD
★★★★★
Targets   Cleansing
Suited to   All Skin Types

Natural Moisturizing Factors + HA
150 ml | 50 ml
15.70 CAD
★★★★★
Targets   Cleansing
Suited to   All Skin Types

View Prototype

Spot the difference: App vs Web.

Through comparing and contrasting, I started to notice small but important details. For instance, The Ordinary's website has a chat icon that connects users to Live customer service chat. They also provide live social media customer service on social media.

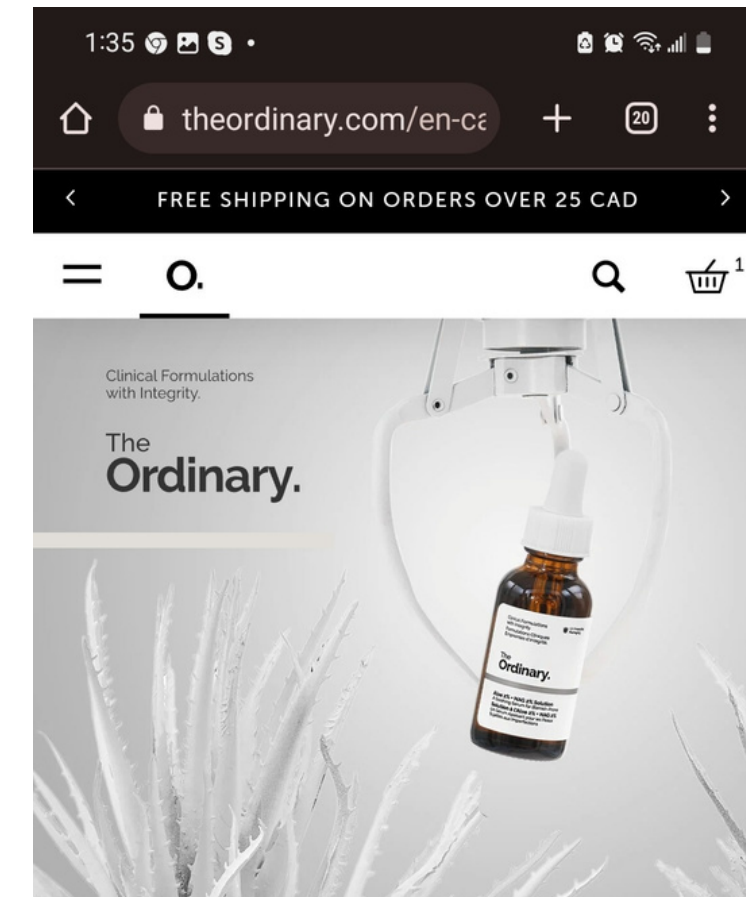Their mobile site is already built like an app.
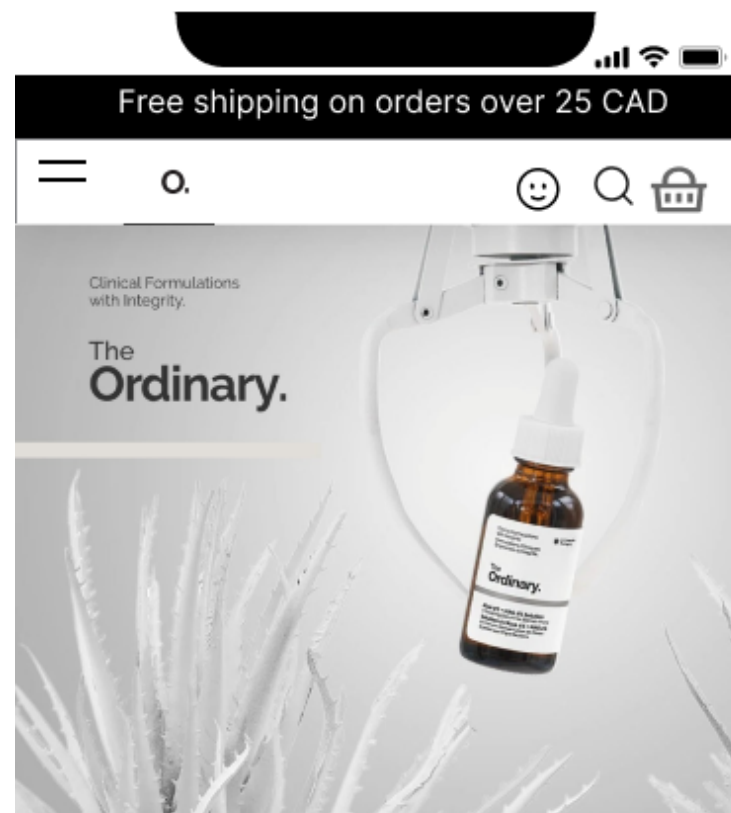
The learnings.

Upon reflection, I now understand why The Ordinary has not launched a mobile app. It would be a laborious task, and the return on investment does not prove to be worth it at this time. The decision to launch an app has to allow them to be seen as genuinely innovative; it should be a next-level experience, allowing them to use their resources as a science-led brand to go above and beyond what they're already offering in-store and online. For example, an app that uses facial A.I. to identify skin type, and problem areas and makes recommendations based on the results. This is what I call being purpose-driven.

We are **scientists** - not **celebrities**.

The sources.

Froehlich, Nik, Forbes, **Understanding The Differences In Mobile App Use Across Generations**
January 12, 2022

Staff, Oberlo, **How much is the beauty industry worth? (2015-2027)**

Staff, Glossy.co, **Beauty brand Lancôme ditches its app for a high-performance mobile site.**
December 9, 2016.